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U. S. Department of Agriculture

Sunshine Cotton

The Variety for More

PROFIT



Sunshine Cottonseed Company

State Registered and Certified

Cottonseed

Rowden Strain

McKinney, Texas

NEW IMPROVED SUNSHINE COTTON

New Improved Sunshine Cotton, Rowden strain, is a well-balanced, high yielding cotton, with unusual drouth resisting quality — producing uniformly good results year after year.

Three tests made of cotton are — in the field yield — at the gin in turnout — and on the market and New Improved Sunshine Cotton has been bred to meet these tests.

One of the outstanding results of the last few years of careful breeding work is the fact that New Improved Sunshine Cotton is storm-proof, yet it is an easily picked cotton. Stalks of uniform height have 8 to 10 fruiting branches, big thin-rind, five-lock bolls, averaging 60 to 76 bolls to the pound of seed cotton.

Sparce foliage, yes, but enough to assure protection from the sun during hot dry summers, but not interferring with early maturity. Sparce foliage is an advantage with cotton pests, because if you poison or dust, and you make money if you do, the sparse foliage allows the ingredient you put in your duster to get to the source of trouble with little or no interference.

New Improved Sunshine Cotton is a cotton that has been tested and proven, a cotton running even in staple length, averaging $3\frac{1}{34}$ with a lint turnout average of 35% to 40%.

We stress the point that New Improved Sunshine Cotton is noted for its **HEAVY FIELD YIELD**. While climatic conditions and type of soils have a great deal to do with the average field production, given a chance over a period of years, New Improved Sunshine Cotton will make the farmer **"MORE DOLLARS PER ACRE."**

We have an authorized agent in your community, or a gin company that handles our State Certified New Improved Sunshine Cottonseed. Now is the time to give planting seed some thought and we ask that you think **SUNSHINE COTTON-SEED** for the coming planting season.

IMPROVEMENT HAS RESULTED IN GROWTH OF POPULARITY

State Certified New Improved Sunshine Cotton is rapidly becoming one of the most popular varieties grown in this section of our State, because the farmers have found that Sunshine Cotton has more desirable qualities of practical value to the grower.

Many things govern the outcome of your cotton crop and acreage is only one factor in the determination of cotton production. The weather, the boll weevil, the use of fertilizer as to quality and quantity, the selection of the land for planting, the diligence of the cultivator and quality of the seed and many other factors enter in the equation.

We recommend that you take preventative steps, watch for the first signs of weevils and other cotton pests and be prepared to act promptly to control them according to the methods recommended by the Extension Service and the Experiment Stations. Why pay for certified planting seed to have your crop destroyed or even shortened by the effect of insects?

There is a never-ending effort on our part to improve the quality of our Rowden strain of State Certified Cotton. Cotton must make in the field if the farmer is to make money and New Improved Sunshine Cotton makes "MORE DOLLARS PER ACRE."

ROWDEN STRAIN

State Certified Sunshine Cottonseed is of a Rowden strain, improved by years of scientific breeding. Our breeder has had years of experience in this line of work.

The fields of Sunshine Cotton are carefully rogued at growing time, all cotton is ginned on an exclusive gin. Our fields have been inspected and have met with the requirements of the State Department of Agriculture. Also, our ginning and warehouse facilities are approved and we leave nothing undone to safeguard the purity of the seed.

All seed shipped are cleaned and culled on a new type cleaner culler, ceresan treated and are sacked in branded bags, 3-bushel bags, actual weight, each bag is sealed with the seal approved by the State Department of Agriculture, with the State Certified Blue Tag and a germination tag attached.

Supply yourself with enough State Certified Sunshine Cottonseed to plant 12 to 15 per cent of your acreage. Before you buy your next season's planting seed be sure you **KNOW THE QUALITY OF THE SEED YOU ARE GETTING.**



Look for official **BLUE TAG** — this tag appears on every bag of Sunshine Cottonseed, this seal assures you sack non-tampering until opened.

SUNSHINE COTTONSEED COMPANY INC.

STATE REGISTERED AND CERTIFIED SEED

ROWDEN STRAIN

McKINNEY, TEXAS

One 3 bushel bag only	\$4.00 per bushel	freight prepaid
6 to 21 bushels	\$3.75 per bushel	freight prepaid
24 to 51 bushels	\$3.50 per bushel	freight prepaid

SUNSHINE COTTONSEED COMPANY
McKinney Texas

Dear Sirs: Please enter my order for _____ bushels of State

Certified Sunshine Rowden Cottonseed at \$_____ to be shipped
freight prepaid.

Ship on or about _____ 19____

Railway station _____ State _____

R. F. D. # _____ Box # _____, Post Office _____ State _____

Draw thru _____ Bank _____

Terms: Cash payable on shipping date.

Signed _____

YOU CANNOT AFFORD TO GAMBLE YOUR MONEY? TIME AND LAND . . .

The high cost of your cotton crop makes all realize that now more than ever there must be an increase in "per acre production." Cotton yields are strongly influenced by differences in soil fertility, moisture conditions, method of cultivation, insect controls use, and other factors that may vary in different fields and different localities, so that no single variety of cotton can be expected to produce the highest yields under all conditions.

In asking you to plant New Improved Sunshine Cotton, we have your best interests at heart, for we firmly believe that once you have tried it and compared results — in dollars and cents — you, like thousands of other farmers, will plant nothing but Sunshine Cotton.

*Every Year More Planters
Are Finding That Quality
Cotton Pays*

You will make more money by growing New Improved Sunshine Cotton. Others are doing it every year. The demand is not for *more* cotton but *better* cotton. New Improved Sunshine Cotton is bred to meet the demand for a harder, better spinning staple and high field yield, giving you better cotton and more cotton.

EVERY BAG IS CERTIFIED BY THE STATE OF TEXAS

A State Certification tag and a germination tag appears on every bag of Sunshine Cottonseed, which assures genuine, certified seed, direct from the originator and breeders.



Sooner or later, if they haven't already done so, some progressive ginner in your community is going to start the farmers growing a better variety of cotton.

Ginners have found it to their interest to investigate the merits of cotton they encourage their customers to raise. To encourage the use of state certified planting seed results in better than average crop, which means more business and more money for both the gins and the farmers.

You owe it to yourself and to your community to investigate the New Improved Sunshine Cotton. Help us get the farmers in your community to try it out; let results prove whether or not it is the variety you are looking for.

WHAT MAKES COTTON

Good

To the cotton farmer it usually means high yield and ease in picking—to the cotton buyer or broker quality means above average grade and staple length—to the spinner quality means a smooth running, uniform cotton that produces a strong yarn, these are the qualities which our breeder is ever watchful for. When Sunshine Cotton goes into a community, there are three levels which are helped materially, the cotton farmer—the buyer—and the spinner. Cotton is an absolute necessity in the American way of life and is one direct source of Food, Feed and Fibre.

Mail the enclosed envelope for prices—no postage required, just sign your name and drop it in the mail.

TODAY—

